



SHARED BY:	Chris Francis
TITLE / KEY THEME:	Fashion Photography: Not just a pretty face
SUITABLE FOR:	KS5 Students

OVERVIEW / SUMMARY:

There are lots of preconceptions about fashion photography and this project sets out to confront these. Stephen Bull's book *Photography* (<http://tinyurl.com/ohr3ddd>) (Chapter 8: Photographs in Fashion) is essential reference in unpicking the complex ideas and issues that make this such a rich theme.

Students have a chance to explore studio and location responses and learn how to plan and construct complex images. Developing collaborative skills is also an important aspect of this project.



Year 12 student response

KEY OBJECTIVES:

- To understand how fashion photography has evolved, influenced by cultural, moral and technical shifts and to encourage students to be more questioning and suspicious of the imagery that they are bombarded with.
- To understand different genres and approaches to fashion photography – from highly constructed studio work to 'staged' documentary style, snapshot aesthetic, and manipulated imagery.
- To develop practical understanding – using lighting, collaborating with others, developing a concept into a tangible outcome

OUTLINE OF ACTIVITIES / SEQUENCE OF LEARNING:

- An overview of key shifts within the history of fashion photography (<http://tinyurl.com/pgbbhcz>) delivered through teacher presentation, group discussion, image sorting exercises and personal research / production of timelines
- In groups of 3 students are provided with basic materials (newspaper, old fabrics, drama dept. costumes / props) and challenged to develop imagery or a short film (<http://tinyurl.com/lzdv88b>) with reference to their fashion timelines.
- Students identify a fashion photography approach / genre for personal investigation and practical work

KEY ARTISTS / REFERENCES / PROMPTS:

- Influences of painting: Pre-Raphaelites and Gustav Klimt alongside the early photography of Adolphe de Meyer
- The highly constructed studio work of Edward Steichen, Horst P Horst and George Hoyningen,
- The emerging documentary approaches of Cecil Beaton and Norman Parkinson
- Historical contexts: The impact of developments in the print industries; the role of women; Modernism; emerging documentary approaches; HIV /AIDS and influence on artists and New York fashion industry
- Nick Knight's ShowStudio (<http://showstudio.com/about>) - His short, experimental films are a great example of creative risk taking.

Images below (l-r : Erwin Bloomfeld (2), Guy Bourdin, Helmut Newton, Nick Knight, Cindy Sherman)



EXTENSION ACTIVITIES:

- Development of a collaborative fashion magazine (online or printed) or short film.
- There might be potential to collaborate with textiles students

